

JC625 U.S. PTO  
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PTO/SB/05 (08-00) (modified)  
Approved for use through 9/30/2001, OMB 0651-0022  
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

JC672 U.S. PTO  
10/007966  
11/07/01

<b>NEW UTILITY PATENT APPLICATION TRANSMITTAL</b>  <i>(only for new nonprovisional applications under 37 CFR 1.53(b))</i>	Attorney Docket Number	22503-05565
	First Named Inventor	Ignacio Sanz-Pastor
	Title	Interactive advertising with an automated viewing reward system
	Express Mail Label No.	EL566109143US

APPLICATION ELEMENTS	ACCOMPANYING APPLICATION PARTS
<div>1. <input checked="" type="checkbox"/> Fee Transmittal Form (in duplicate)</div> <div>2. <input checked="" type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27</div> <div>3. <input checked="" type="checkbox"/> Specification <span style="float: right;">Total Pages <span style="border: 1px solid black; padding: 0 10px;">28</span></span>  <i>(preferred arrangement set forth below)</i> <ul style="list-style-type: none"> <li>■ Descriptive Title of the Invention</li> <li>■ Cross Reference(s) to Related Case(s)</li> <li>■ Statement Regarding Fed sponsored R &amp; D</li> <li>■ Background of the Invention</li> <li>■ Brief Summary of the Invention</li> <li>■ Brief Description of the Drawing(s)</li> <li>■ Detailed Description</li> <li>■ Claim or Claims</li> <li>■ Abstract of the Disclosure</li> </ul> </div> <div>4. <input checked="" type="checkbox"/> Drawing(s) (35 U.S.C. 113) <span style="float: right;">Total Sheets <span style="border: 1px solid black; padding: 0 10px;">5</span></span></div> <div>5. Oath or Declaration <div>a. <input checked="" type="checkbox"/> New Declaration <span style="float: right;">Total Pages <span style="border: 1px solid black; padding: 0 10px;">1</span></span>  <input checked="" type="checkbox"/> Executed (original or copy)</div> <div>b. <input type="checkbox"/> Copy from a prior application (37 CFR 1.63(d))  <i>(for continuation/divisional with Box 18 completed)</i> <div>i. <input type="checkbox"/> DELETION OF INVENTOR(S)  Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).</div> </div> </div> <div>6. <input checked="" type="checkbox"/> Application Data Sheet. See 37 CFR 1.76</div>	<div>7. <input checked="" type="checkbox"/> Assignment Papers (cover sheet &amp; document(s))</div> <div>8. <input type="checkbox"/> Certified Copy of Priority Document(s) <i>(if foreign priority is claimed)</i></div> <div>9. <input checked="" type="checkbox"/> Power of Attorney or Authorization of Agent</div> <div>10. <input type="checkbox"/> 37 CFR 3.73(b) Statement</div> <div>11. <input type="checkbox"/> Preliminary Amendment</div> <div>12. <input type="checkbox"/> Information Disclosure Statement &amp; PTO-1449  <input type="checkbox"/> Copies of IDS Citation(s)</div> <div>13. <input checked="" type="checkbox"/> Nonpublication Request under 35 U.S.C. 122 (b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent</div> <div>14. <input checked="" type="checkbox"/> Return Postcard</div> <div>15. <input type="checkbox"/></div> <div>16. <input type="checkbox"/></div> <div>17. <input type="checkbox"/></div>
<b>ADDRESS TO:</b>  <b>Box Patent Application Commissioner for Patents Washington, D.C. 20231</b>	

18. If a **CONTINUING APPLICATION**, check appropriate box and supply the requisite information below and in a preliminary amendment or in an Application Data Sheet under 37 CFR 1.76:

☐ Continuation    ☐ Divisional    ☐ Continuation-in-part (CIP)    of prior application No: \_\_\_\_/\_\_\_\_

Prior application information:    Examiner: \_\_\_\_\_    Group/Art Unit: \_\_\_\_\_

**For CONTINUATION OR DIVISIONAL APPS only:** The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuing or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

**19. CORRESPONDENCE ADDRESS**

☒ Customer Number and Bar Code Label

00758

Name (Print/Type)	Michael W. Farn	Registration No. (Attorney/Agent)	41,015
Signature	<i>Michael W. Farn</i>	Date	November 7, 2001

22503/05565/DOCS/1221635.1

Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

0002/PTO(modified)  
Rev. 10/2001U.S. Department of Commerce  
Patent and Trademark Office**FEE TRANSMITTAL****TOTAL AMOUNT OF PAYMENT**Subtotal (1) + Subtotal (2) + Subtotal (3) = **(\$848)****Complete if Known**

Application Number	Unassigned
Filing Date	November 7, 2001
First Named Inventor	Ignacio Sanz-Pastor
Group Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	22503-05565

**METHOD OF PAYMENT****1. The Commissioner is hereby authorized to:**

- ☐ Charge the indicated fees to the below mentioned deposit account.
- ☒ Charge any additional fee required under 37 CFR 1.16 - 1.21 or credit any over payments to the below mentioned deposit account. †

Applicant claims small entity status  
See 37 CFR 1.27D Account Number: 19-2555  
D Account Name: FENWICK & WEST LLP

A A true Copy of this authorization is attached

**2. Payment Enclosed:**☒ Check ☐ Credit Card ☐ Other**CALCULATION** (fees effective 10/01/2001)

Large Entity	Small Entity	Fee	Fee
Fee Code/Fee	Fee Code/Fee	Description	Due
0	201/\$370	Utility Filing	370
0	206/\$165	Design Filing	
106/\$740	208/\$370	Reissue	
114/\$160	214/\$80	Provisional Filing	
<b>SUBTOTAL (1)</b>		<b>(\$370)</b>	

**2. CLAIMS**

Large Entity	Small Entity	Fee Description
Fee Code/Fee	Fee Code/Fee	
103/\$18	203/\$9	Claims in excess of 20
102/\$84	202/\$42	Independent claims in excess of 3
104/\$280	204/\$140	Multiple dependent claim
109/\$84	209/\$42	Reissue independent claims over original patent
110/\$18	210/\$9	Reissue claims in excess of 20 and over original patent

**3. ADDITIONAL FEES**

Large Entity	Small Entity	Fee Description	Fee Due
Fee Code/Fee	Fee Code/Fee		
105/\$130	205/\$65	Surcharge - late filing fee or oath	
127/\$50	227/\$25	Surcharge-late provisional filing fee or cover sheet	
147/\$2,520	147/\$2,520	For filing a request for reexamination	
115/\$110	215/\$55	Extension for response within first month†	
116/\$400	216/\$200	Extension for response within second month†	
117/\$920	217/\$460	Extension for response within third month†	
118/\$1,440	218/\$720	Extension for response within fourth month†	
128/\$1,960	228/\$980	Extension for response within fifth month†	
119/\$320	219/\$160	Notice of Appeal	
141/\$1,280	241/\$640	Petition to revive unintentionally abandoned application	
142/\$1,280	242/\$640	Utility Issue Fee (Or Reissue)	
143/\$460	243/\$230	Design Issue Fee	
122/\$130	122/\$130	Petitions to the Commissioner	
126/\$180	126/\$180	Submission of Information Disclosure Statement	
179/\$740	279/\$370	Request for Continued Examination (RCE)	
581/\$40	581/\$40	Recording each patent assignment per property (times number of properties)	40
146/\$740	246/\$370	Filing a submission after final rejection (37 CFR 1.129(a))	
149/\$740	249/\$370	For each additional invention to be examined (37 CFR 1.129(b))	

Other fee (specify):

Other fee (specify):

**SUBTOTAL (3) (\$40)**

(Col. 1)		(Col. 2)		(Col. 3)		Fee Due	
For	No. of Existing Claims	Highest No Previously Paid For		Extra**	Fee		
TOTAL	64	20 or 0	=	44	x 9	=	396
INDEP	4	3 or 0	=	1	x 42	=	42
[ ] First presentation of multiple dependent claim							= 0

\* Subtract the greater number of Col. 2

\*\* If the difference between Col. 1 and Col. 2 is less than zero, then enter "0" in Col. 3

**SUBTOTAL (2) (\$438)****SUBMITTED BY**Typed or Printed Name **Michael W. Farn**Signature *Michael W. Farn***Complete (if applicable)**Reg. Number **41,015**Date **November 7, 2001**

† Request for Extension of Time per 37 CFR 1.136 (a)(3) made hereby

**Date Mailed:** November 7, 2001 | **Atty/Sec:** MWF/rjh | **Filing Date:** November 7, 2001  
**Serial No.** Unassigned | **Docket No.:** 22503-05565  
**Applicant(s):** Ignacio Sanz-Pastor, David L. Morgan III and Christopher E. Blumenthal  
**Title:** Interactive advertising with an automated viewing reward system

Please imprint Patent Office "date stamp" hereon to indicate receipt and then return card to addressee

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> 28 pages of Specification, Claims & Abstract | <input checked="" type="checkbox"/> Nonpublication Request Under 35 USC 122   |
| <input checked="" type="checkbox"/> 5 sheets of drawings                         | <input checked="" type="checkbox"/> Power(s) of Attorney: 2                   |
| <input type="checkbox"/> Provisional Application Cover Sheet                     | <input type="checkbox"/> Amendment/Response                                   |
| <input checked="" type="checkbox"/> New Utility Application Transmittal          | <input type="checkbox"/> Response to (& copy of) Notice to File Missing Parts |
| <input type="checkbox"/> Transmittal   | <input type="checkbox"/> Request to Correct Filing Receipt                    |
| <input checked="" type="checkbox"/> Fee Transmittal (in duplicate)               | <input type="checkbox"/> Request to Correct Assignment                        |
| <input checked="" type="checkbox"/> Declaration                                  | <input type="checkbox"/> IDS, PTO-1449, and cited references (___)            |
| <input checked="" type="checkbox"/> Assignment & Recordation Cover Sheet         | <input type="checkbox"/> Issue Fee Transmittal                                |
| <input type="checkbox"/> New Design Application Transmittal                      | <input type="checkbox"/> Letter to Chief Draftsperson                         |
| <input type="checkbox"/> CPA Request Transmittal                                 | <input type="checkbox"/> Formal Drawings: ___ sheets                          |
| <input checked="" type="checkbox"/> Application Data Sheet                       | <input type="checkbox"/> Request for Certificate of Correction                |
| <input checked="" type="checkbox"/> Check in the amount of \$848.00              | <input type="checkbox"/> Notice of Appeal                                     |
| <input type="checkbox"/>   | <input checked="" type="checkbox"/> Express Mail No. EL566109143US            |
| <input type="checkbox"/>   |   |

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<b>NONPUBLICATION REQUEST UNDER 35 U.S.C. 122(b)(2)(B)(i)</b>	First Named Inventor	Ignacio Sanz-Pastor
	Title	Interactive advertising with an automated viewing reward system
	Atty Docket Number	22503-05565

I hereby certify that the invention disclosed in the attached application **has not been and will not be** the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing. I hereby request that the attached application not be published under 35 U.S.C. 122(b).

November 7, 2001

Date



Signature

Michael W. Farn, Reg. No. 41,015

Typed or printed name/Registration Number

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application **upon filing**.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen months from the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of the filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**

Burden Hour Statement: This collection of information is required by 37 CFR 1.213(a). The information is used by the public to request that an application not be published under 35 U.S.C. 122(b) (and the PTO to process that request). Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This form is estimated to take 6 minutes to complete. This time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.